

SHOW NOTES

Season 3 | Episode 4

More Than Rice and Beans® Meet Creator of Kiki Koki and Disney Artist Ed Rodriguez

Episode description:

What artist wouldn't love to have a chance to create for Walt Disney Studios?! Ed Rodriguez kicked off his impressive career doing just that and serving as Creative Director there for over a decade was just the beginning. In this episode of *More Than Rice and Beans*, Tania and Miguel sit down with animator/illustrator/author/all-around-genius Ed Rodriguez to talk about his career, the creation of Kiki Koki, his best-selling children's book series, and his production company, IdeaRworks. You won't want to miss this fascinating look at what it's like to break into an industry, make it to the top, and then strike out on your own.

Highlights:

Tania and Miguel chat with Nuyorican author, illustrator, and animation artist Ed Rodriguez.

Highlights include:

- A look at Ed's career before IdeaRworks, including a tenure as Creative Director at Walt Disney Studios.
- A discussion on the Puerto Rican frog that inspired both Ed *and* Tania in their work.
- Ed tells us about the creative process of designing characters and stories that enchant children.
- A look at why diversity in children's books, animation, and beyond is so important, especially now.
- Ed gives advice on how to get started in illustration and animation.
- What's next for Ed Rodriguez, Kiki Koki, and IdeaRworks Studios.

About the guest:

Ed Rodriguez was born and raised in Brooklyn, New York, to Puerto Rican parents. He spent his childhood visiting family in Puerto Rico, where he first encountered the coqui frog, a tiny amphibian that would go on to inspire his very own children's book. After graduating from Pratt Institute, Rodriguez went on to work as Creative Director at Walt Disney Studios. Over a decade later, he served in other top-tier positions in the creative and animation world before launching his own production company, IdeaRworks Studios. Ed Rodriguez is a master of creating and developing characters, building immersive worlds, and crafting stories.

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